

II. REMARKS

Applicants submit the foregoing claim amendments and cancellations for the purpose of expediting prosecution of the instant application. The amendments introduce no new matter. Specification support for the limitations added by the amendments is set forth below.

Claim 10 is amended to delete the steps of processing, communicating and assembling and to delete the requirement that the output apparatus has a memory and a processor. Claim 10 also is amended to set forth first combined medium programming including video and user specific information and delivering specific combined medium programming on the basis of a reply as disclosed at page 552 lines 14-30, and page 555 line 14 through page 556 line 16.

Claim 11 is amended to set forth receiving generally applicable information for use in a combined medium programming transmission and to set forth a first portion of the combined medium programming enabling an output apparatus to (i) prompt a subscriber for input in respect of a second portion of the specific combined medium programming, (ii) receive the input from the subscriber and (iii) deliver the second portion of the combined medium programming on the basis of the input. Support for this amendment is found at page 1 line 26 through page 2 line 19, page 357 lines 21-35, page 507 line 12 through page 508 line 30, page 545 lines 3-6, page 552 lines 14-30, and page 555 line 14 through page 556 line 18.

Claim 13 is amended to delete the steps of communicating and generating. Claim 13 also is amended to delete the requirement that the mass medium programming either contains or explains a receiver specific datum and to delete the alternative language related to prompting the user in the mass medium programming. Claim 13 is also amended to delete the requirement that the output apparatus has a transmitter. Claim 13

is further amended to set forth the delivering of the combined medium programming on the basis of the input. Support for this amendment is found at page 1 line 26 through page 2 line 19, page 471 lines 6-21, and page 504 line 5 through page 505 line 30.

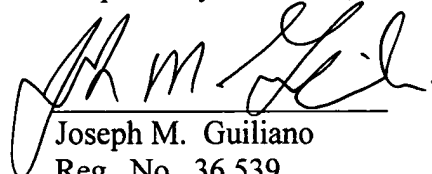
Claim 14 is amended to delete the step of receiving and to set forth originating mass medium programming and computer programming in place of outputting. Claim 14 is also amended to set forth that the mass medium programming and computer programming enables an output apparatus to (a) prompt a user for input, (b) process the input, and (c) deliver combined medium programming based on the input. Support for this amendment is found at page 374 line 20 through page 375 line 2, page 471 line 6 through page 472 line 17, and page 507 line 12 to page 508 line 26.

III. CONCLUSION

Applicants respectfully request consideration of the foregoing amendments and allowance of the instant application.

If the Examiner has any remaining informalities to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney for a telephone interview to discuss resolution of such informalities.

Respectfully submitted,



Joseph M. Guiliano
Reg. No. 36,539
Phone No. 212-596-9000
Fax No. 212-596-9090

Date: July 8, 2002
FISH & NEAVE
1251 Avenue of the Americas
New York, New York 10020